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By: Moses, Lucia. SN: Supermarket News, 8/21/2006, Vol. 54 Issue 34, p94-95, 2p; (AN 22217459)

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15. TRUE MEANING OF 'DIFFERENTIATION'

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By: Bednarz, Ann. Network World, 6/9/2003, Vol. 20 Issue 23, p25, 2p; (AN 9985333)

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Safeway, based in Hayes, Middlesex, is one of the leading grocery retailers in the U.K., with annual sales of more than \$14 billion, 92,000 employees and 480 stores nationwide. Safeway has agreed to implement KhiMetrics' patented business application, consistent with the firm's commitment to the strategic use of technology and advanced retail analytics.

"After a thorough review of the marketplace, KhiMetrics emerged as the preferred solution for our ...

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 been working in the grocery ... Using this information, KhiMetrics' retail revenue management ... margin and price image. KhiMetrics clients include Safeway Inc., Shaw's, H.E ...


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